Permit #F00023110

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00023110 **Type of Permit:** FILMING **Release Date:** 12/16/2009

Production Company	BRW USA
Insured Company Name	BRW USA
Contact Phone No. 1	323-860-8225
Contact Phone No. 2	
Fax	
Address	1040 N LAS PALMAS AVE, BLDG 5 2ND FLOOR LOS ANGELES, California 90038
Production Title	ARENA BAYWATCH
Type of Production	Commercial - Spec

Producer	ARI WEINER
Director	MICHELE NOCCI
1st AD	N/A N/A
Production Manager	ANGIE RHODES
FilmL.A. Coordinator	Asia Robinson
Location Manager	ARI WEINER
Primary Phone	Mobile - 303-594-0289
Secondary Phone	
Location Assistant	N/A N/A
Primary Phone	Office - 000-000-0000
Secondary Phone	

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,110.00

Number of Locations 1

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Summary Information — Location

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Production Company BRW USA
Insured Company BRW USA
Production Title ARENA BAYWATCH

Location Manager ARI WEINER
Primary Phone Mobile - 303-594-0289
Secondary Phone

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Names WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 12/17/2009 - 12/17/2009 06:00 - 17:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
BRW AA.pdf
BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	8
Cube Trucks	1

Personnel on Location

Type	Quantity
Cast	3
Crew	12

Filming Activities Camera & Equipment on Sand; Camera on sticks; Exterior Dialogue; Exterior establishing shots; Exterior MOS; Handheld equipment; Exterior establishing shot of talent standing on Tower 18.; Filming at Tower 18; HIRE LIFEGUARD 0830-1430 HRS; Static lifeguard picture car on sand; Talent enter/exit water 0830-1430 hrs, Tower 18; Talent walking on sand, water's edge.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note NO DRIVING SHOTS ON SAND.

Coordinator Note PICTURE CAR MUST BE STAGED ON PLYWOOD WHEN ON SAND.

Coordinator Note Tower may not be used in any way that would damage the image of Los Angeles County or its Lifeguards.

Tower can not be identifiable as a Los Angeles County Lifeguard Tower

Towers can only be set dressed, no removing of fixtures

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of BRW USA ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 12/14/09

By ABL
Representative's Signature

BRW USA
Name of "Principal" (Production Company)

1040 North Las Palmas Ave
Principal's Address

AIZI WEINER
Print Principal Representative's Name

Los Angeles CA 90038
City, State, Zip Code

LINE Producer
Representative's Title (i.e. UPM, Loc Mgr)

323-860-8225
Principal's Telephone Number

NOT FINAL PERMIT